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wherein the directory web sites are configured to allow a user to: access a convention search engine; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and activate a ranked result link corresponding to the directory web site corresponding to the user inputted search strategy thereby allowing the user to access the directory web site corresponding to the user inputted search strategy.

50. (New) The supplier identification and locator system of claim 49 wherein the directory Web site further comprises a related directory Web site link.

51. (New) A method to identify a supplier of goods or services comprising:
providing a plurality of directory Web sites wherein the directory web sites comprise:
a directory web site domain name that is at least partially descriptive of a class of goods or services;
a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier;
a supplier descriptive portion substantially adjacent to the link that accesses the Web site having information regarding that supplier;
a descriptive title portion substantially corresponding to the description of the class of goods or services described by the directory web site domain name;
a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links; and
wherein the directory web sites are configured to allow a user to: access a convention search engine; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; view ranked result links

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as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and activate a ranked result link corresponding to the directory web site corresponding to the user inputted search strategy thereby allowing the user to access the directory web site corresponding to the user inputted search strategy.

52. (New) The method of claim 51 wherein the directory Web site further comprises a related directory Web site link.

53. (New) A method to identify a supplier of goods or services comprising:
providing a plurality of directory Web sites wherein the directory web sites comprise:

a directory web site domain name that is at least partially descriptive of a class of goods or services;

a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier;

a supplier descriptive portion substantially adjacent to the link that accesses the Web site having information regarding the supplier;

a descriptive title portion substantially corresponding to the description of the class of goods or services described by the directory web site domain name;

a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links,

accessing a conventional search engine web site;

inputting a search strategy into the conventional search engine to search for a supplier of a user determined good or service,

viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and

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activating a ranked result link corresponding to the directory web site
corresponding to the user inputted search strategy thereby allowing the user to access
the directory web site corresponding to the user inputted search strategy.

54. (New) The method of claim 53 wherein the directory Web site further comprises a
related directory Web site link.
